

the small structure monumentality through balustrades, columns and a grand front door. The stone lions at the front steps have led to the building's nickname, the Lion House.

The two largest mansions remaining on the boulevard were built by the two sons of beer baron Captain Frederick Pabst. **Fred Pabst, Jr.** hired Ferneckes and Dolliver to design the Neoclassical style house at **No. 3112** in 1897. The four colossal Ionic columns are each carved from a single block of stone. **Gustav Pabst** preferred the French Renaissance Revival style with steep dormers and matching carriage barn as designed by Ferry and Clas at **No. 3030** (1898). A later day care center erected the classroom addition across the front in 1962.

**16 Second Church of Christ, Scientist/St. Luke Emmanuel Baptist Church**, 2722 W. Highland Blvd. (1913) Architect: Carl Barkhausen. NR. As its name implies, the Second Church of Christ Scientist was the second congregation of this denomination to be formed in Milwaukee and was incorporated in 1909 to serve West Side residents. Designed by Carl Barkhausen and completed in 1914, the Neoclassical style building is reminiscent of the Roman Pantheon with its monumental limestone columns and prominent dome. St. Luke's Emmanuel Baptist Church has occupied the building since the early 1980s when Second Church disbanded.

**17 McKinley Boulevard**. NR, HPC. Once the site of the 60-acre Cold Spring Park race track, a Civil War encampment known Camp Washburn, and for years the site of the annual Wisconsin State Fair, McKinley Boulevard was laid out as the focal point of a residential subdivision that was platted in the late 1890s. This upper middle class neighborhood was built between 1901-10 and features houses of Late Queen Anne, German Renaissance Revival, Elizabethan Revival, Arts and Crafts, Prairie Style, Georgian Revival, and Neoclassical design.

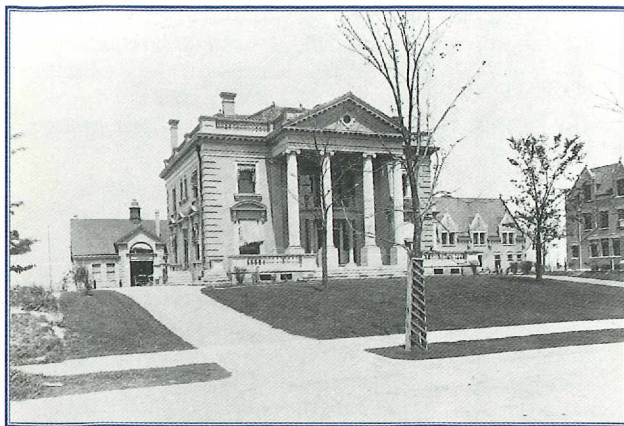
The most flamboyant residences on the boulevard can be described as Teutonic in character, designed for German-American clientele and featuring half-timbering, stucco, terra cotta, stone, and brick. The houses feature massive front gables and prominent porches supported by robust piers. The most distinctive were designed by local architect F. W. Andree: including **No. 2801**, the **Fred Leypoldt House** (1905); **No. 2902**, the **Charles H. Mueller House** (1906); **No. 3003**, the **Frederick Westfahl House** (1903-04); and **No. 3120**, the **Richard Buchholz House** (1905).

**18 Harley-Davidson Motor Co., Inc.**, 3700 W. Juneau Ave. Power, speed, black leather jackets, motorcycle gangs, and law enforcement are symbols long associated with the Harley-Davidson motorcycle. Today's complex of buildings at 3700 W. Juneau Ave. stands near the site where Bill Harley, Art Davidson, and Walter Davidson produced their first motorcycle in 1903 in a shed behind the Davidson family home at N. 38th St. and W. Highland Blvd. This complex was the company's sole facility until it expanded to other sites after World War II. The company remains the sole domestic producer of motorcycles in the U.S. today.

**19 Miller Brewing Company**, 4000 W. State St. ML. German immigrant Fred Miller purchased an ailing brewery in 1855 and turned it into a profitable local enterprise by the time of his death in 1888. Miller did not become a truly national distributor until after World War II when most of the current buildings at the brewery were constructed. Some 19th century structures do remain, however, particularly along W. State St. By the mid-1960s, Miller had expanded into international markets. Since 1969, the Philip Morris Co. has owned the company. It is now one of the largest breweries in the world. The Brewery sponsors regular public tours.



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**Above: Fred Pabst mansion 3112 West Highland Blvd., before the porte cochere was added in 1904, (Courtesy of Milwaukee County Historical Society)**

**Front cover: Highland Blvd. looking West from 27th Street, c. 1900. (Courtesy of Milwaukee County Historical Society)**

**Inside: Gustav Pabst Jr. mansion shortly after completion, 3030 West Highland Blvd. (Courtesy of Milwaukee County Historical Society)**

## Brochures in this series include:

**Avenues West  
Bay View**

**Juneautown: The Heart of Old Milwaukee  
Juneautown: Preservation, Revitalization and Adaptive Reuse**

**Kilbourntown  
North Point Neighborhood  
Walker's Point: Commercial and Industrial Buildings Tour  
Walker's Point: Residential Tour  
Yankee Hill**

## Key to symbols:

**NR** National Register of Historic Places  
**ML** Milwaukee Landmark  
**HPC** Designated by the Historic Preservation Commission of Milwaukee, successor to the Milwaukee Landmarks Commission

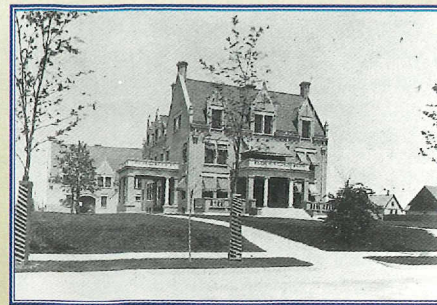
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# Milwaukee Historic Buildings Tour West End



A self-guided  
driving tour of  
historic  
buildings in the  
West End  
neighborhood



## West End

The West End is that part of Milwaukee located between N. 27th Street, N. 35th Street, W. Wisconsin Avenue, and W. Vliet Street, some 2 to 2 1/2 miles due west of the Central Business District. The area, annexed by the city in 1888, was one of Milwaukee's first residential suburbs. The transition from open land to built-up neighborhood took place between 1880 and 1910. Before that, the area was sparsely populated.

Early on, land speculators like George Dousman held hundreds of acres while hundreds more were reserved for the ill-fated Rock River Canal scheme. When the Canal project was abandoned in the 1840s, the Watertown Plank Road was routed through the West End. Multi-acre country estates soon appeared in the neighborhood fronting on the Plank Road, and a large race track was established south of Vliet Street. By the late 1870s, regular subdivisions with urban-sized lots began being platted, and the pace of development quickened as the city spread inexorably westward. These new subdivisions were required by law to follow the city's existing grid pattern, but the presence of large estates on Wisconsin Avenue and State Street, and the Concordia College campus, led to the interruption of the north-south streets between 30th and 34th Street.

The gracious residential neighborhood that developed in the West End boasted three of the city's finest residential thoroughfares: Wisconsin Avenue, Highland Boulevard, and McKinley Boulevard. Wisconsin Avenue was populated mostly by Anglo-Americans, those of Yankee or British ancestry, which included many of the city's oldest and most socially prominent families. It was settled first, and the mansions built here rivaled those found on Prospect Avenue on the city's East Side. Highland Boulevard developed as the mansion district of the city's wealthiest German-Americans. Pabsts, Millers, Pritzlaffs, Zinns, Luedkes, and Starkes lived here, leading to the thoroughfare's popular nickname "Sauerkraut Boulevard." McKinley Boulevard, once the site of the Cold Spring Race Track, was developed last and featured the large, comfortable, turn-of-the-century homes of Milwaukee's German-American upper middle class.

The West End's heyday as an exclusive residential area was relatively short-lived. By the 1920s, the taste for Victorian opulence had waned, and many of the wealthy families had retreated westward to Washington Heights, Wauwatosa, or the Waukesha County lake district, or east to the city's upper East Side, or the north shore suburbs. The grand houses were gradually converted into apartments or rooming houses, a process that accelerated in the 1940s. Commercial expansion and the construction of large clubhouses and institutional structures eroded much of the grandeur of Wisconsin Avenue. Concordia College's expansion led to the demolition of 50 houses near its campus. Institutions, large apartment buildings, and nursing homes replaced many of the mansions on Highland Boulevard. McKinley Boulevard, in contrast, deteriorated but suffered little demolition, its less opulent houses, smaller lots, and remote location having successfully resisted the pressures for redevelopment.

In a reversal of earlier trends, significant preservation activity has taken place in the West End since the early 1980s. Concordia College's plans to level dozens more historic houses for campus expansion were halted. When Concordia sold its campus and moved out of the neighborhood, all of the houses it once owned were restored or rehabbed and sold to owner-occupants. Today, three historic districts have been established to protect the area's architectural character: the Concordia Historic District, centered on Kilbourn Avenue and State Street between 27th and 34th Streets; the Highland Boulevard Historic District between 29th and 33rd Streets, and the Cold Spring Park Historic District, McKinley Boulevard between 27th and 35th Streets.



1 **Wisconsin Avenue School**, 2708 W. Wisconsin Ave. (1920) Architect: Van Ryn & DeGelleke. The original school was built on this site in 1890 and was known as the 16th District School #2. It was razed and replaced in 1920 with the present larger facility, a handsome Jacobean Revival style building designed by architects Van Ryn & DeGelleke. The entrance towers feature exceptionally fine carving above each of the doorways and above the third story windows.

2 **St. Paul's Lutheran Church**, ELCA, 2812 W. Wisconsin Ave. (1887) Architect: George B. Ferry; (1932, 1952) Hugo Logemann. Underneath the stone veneer of this handsome Neo-Gothic church lies the shingle and clapboard Queen Anne style structure, built in 1887 for Pilgrim Congregational Church. St. Paul's Lutheran Church acquired the building in 1917 and enlarged it and clad it with stone in 1932. St. Paul's is Milwaukee's oldest Lutheran congregation, founded in 1841 by the city's pioneer Germans. A parish house and parsonage were added to the Wisconsin Avenue side of the building in 1952.

3 **Tripoli Temple**, 3000 W. Wisconsin Ave. (1926-28) Architect: Clas, Shepherd & Clas, NR. With its ornate dome looming over W. Wisconsin Ave., the Tripoli Temple, also called the Tripoli Shrine, is perhaps the most unusual fraternal building in Wisconsin. It was erected by the local Shriners, a Masonic body, who still use the building as a clubhouse. The \$1 million structure was reportedly designed in the Indian Saracenic architectural style and reminds most people of the Taj Mahal. Exotic features include a 30-ft.-diameter dome covered with glazed tile, corner minarets, and two recumbent camels flanking the entrance steps.

4 **Our Savior's Lutheran Church**, ELCA, 3022 W. Wisconsin Ave. (1951-54) Architect: Hugo C. Hauser, Grassold & Johnson. Milwaukee's South Side Norwegian Lutherans in Walker's Point established this congregation in 1853. The dispersal of the original Norwegian families out of the old neighborhood and the growth of the congregation following World War II led Our Savior's to move to its present site where it ministers to a congregation of diverse ethnic backgrounds. Noted sculptor Adolph Roegner executed the 20-ft. statue of Christ on the exterior of this modern Gothic style church.

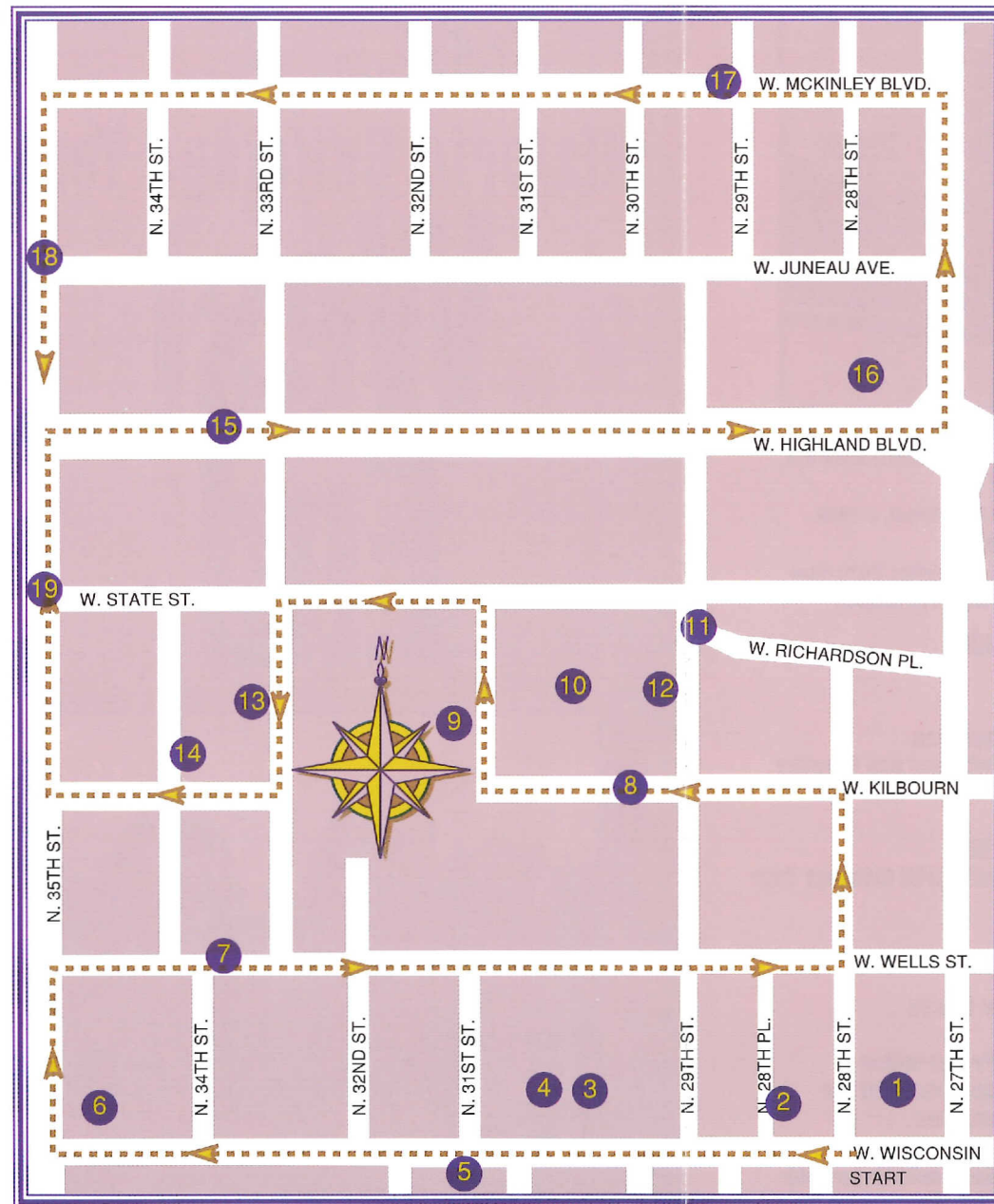
5 **3100 Block of W. Wisconsin Ave.** This cluster of houses (Nos. 3034, 3046, 3105, 3121 and 3127) have fortunately escaped redevelopment and form the last grouping of old houses along this portion of W. Wisconsin Ave. They illustrate the variety of architectural styles once common along the Avenue. Commission merchant **Rudolph Stafford** had the prominent firm of Crane and Barkhausen design the brick Queen Anne style house at **No. 3105** in 1892. Milwaukee Tug Boat Line owner **William H. Meyer** built the Tudor Revival style house at **No. 3121** in 1899 according to designs by Otto Strack. The sprawling Queen Anne style house at **No. 3127** was designed by the prestigious firm of E. T. Mix & Co. in 1889 for **William H. Simpson**, a prominent area coal dealer.

6 **Henry Harnischfeger House**, 3424 W. Wisconsin Ave. (1905) Architect: Eugene R. Liebert, HPC. A successful manufacturer of electric traveling cranes, Henry Harnischfeger built this house in 1905 when he was 50 years of age. This unique interpretation of German Renaissance Revival combines a stepped front gable with half-timbered side gables. The two piers carved in the shape of medieval knights in armor in the second story loggia are said to be emblematic of the Harnischfeger name, which means "armor polisher" in German.

7 **W. Wells Street.** The 14 remaining Victorian houses along Wells St. between 27th and 35th Sts. provide a clue to the former elegance of what was once a grand residential thoroughfare populated by wealthy business owners and upper middle class entrepreneurs. Built up chiefly in the 1880s and 1890s, the Victorian Gothic, Queen Anne and Colonial Revival style houses occupied spacious lots.

Local architects Crane & Barkhausen designed this German Renaissance Revival "castle" at **No. 3209** for wealthy tobacco merchant **George Schuster** in 1891. Red Ohio sandstone, red brick, and orange-red terra cotta ornament lend the towered and turreted mansion its distinctive color. Note the original carriage house in the rear. (NR)

Widow **Chastina B. Walker** and her son, Harry, built the High Victorian Gothic style residence at **No. 3130** in 1879. It was designed by local architect James Douglas, who made a specialty of designing houses with dramatic swooping gables, iron cresting, and elaborate scroll sawn and heavy



turned wooden ornament on the porches. Pink paint now hides the locally produced cream color of the original brick. (NR, HPC)

File manufacturer **Abraham H. Esbenshade** built the distinctive German Renaissance Revival style house at **No. 3119** in 1899. Local architects Crane and Barkhausen mimicked fashionable continental German residences of the period when they combined the stepped front gable with the round corner tower that has a squat bell-shaped roof. (NR)

A variation on the Queen Anne style can be seen at **No. 3026**, built in 1886-87 for coal dealer **David W. Howie**. Local architect C. F. Ringer designed the cream brick building, the front of which is dominated by its porch with its hip roof, ornamental gable, and heavy turned posts. (NR)

8 **W. Kilbourn Avenue** Like its Wells St. counterpart, Kilbourn Ave. was also a prestigious address in the late 1880s and 1890s, and was originally called Cedar St. Substantial and sometimes even monumental masonry and clapboard houses were built alongside more modest Queen Anne dwellings. While its Victorian glory has been somewhat diminished by the loss of numerous houses razed by Concordia College for campus expansion, a trace of the original grandeur of Kilbourn Ave. still shines through in the row of handsome residences clustered near 31st St. The following buildings on Kilbourn Ave. as well as those on State St., N. 31st, N. 29th, and N. 33rd are all located within the Concordia Historic District.

Note: You may wish to park at 31st and Kilbourn and walk around the block bounded by 29th St., Kilbourn Ave., 31st St. and State St.

Certainly one of the city's most elaborate and fussy Queen Anne houses is the house at **3019 W. Kilbourn**, built in 1894 for oil company executive **Albert W. Bublitz**. Architects Koch & Leipold conceived the unusual square top on the polygonal corner tower and embellished the whole building with so many gables that it appears somewhat top heavy.

Wholesale wine dealer **Ernst Pommer** built this distinctive cream brick German Renaissance Revival style house at **3035 W. Kilbourn Ave.** in 1895. Architects Schnetzky & Liebert combined the unusual helmet-like front gable with cartouche-like oval windows in the tower roof and an ornate iron balustrade to give this home an elegant, Baroque quality. Pommer lived here until 1922 when he moved to a new home on Washington Blvd.

The firm of Van Ryn, Andree & Lesser designed this handsome, turreted, Queen Anne style house at **3037 W. Kilbourn Ave.** for **Charles (Carl) A. Miller** in 1891. Miller, a brewmaster turned lumber-merchant, was the son-in-law of beer baron Fred Miller. Carl's son, Fred C. Miller, ran the Miller Brewery from 1947 through 1954. A smaller, more Victorian-looking front porch was replaced by the present one after the Millers moved out in 1902.

9 **Concordia College Campus/Indian Community School** The grouping of six academic buildings visible between 31st, 33rd, State St., and Kilbourn Ave. once formed the campus of Concordia College. Concordia began as a Missouri Synod Lutheran preparatory school for young boys studying for the Lutheran ministry. It moved to this, then rural, site in 1882. Its curriculum ultimately evolved from

that of a high school to a junior college, and finally to a 4-year liberal arts college in 1978. The campus became coeducational in 1965.

Concordia's original Victorian Gothic and Romanesque Revival style buildings have all been razed, and the present buildings all date from this century. The earliest of these is the Beaux Arts style structure known as **Albrecht Hall**, built in 1900 and designed by local architect Eugene Liebert. It houses classrooms and a large second floor chapel, lit by the round-headed windows fitted with Roman grilles at the center of the building. Although at one time it intended to raze all of the nearby houses and expand the campus to 30 acres, Concordia College ultimately relocated to suburban Mequon in 1983. About 1990, the Potawatomie Indians bought the former campus which they are restoring for use as a reservation and Indian community school.

10 **State Street** The oldest extant house in the neighborhood is the Faries/Yale House at **No. 3011**. Its park-like grounds are a surviving remnant of what had been a 6-acre country estate. **Robert W. Faries**, Wisconsin's first dentist, is thought to have either built the first portion of this residence or added on to an existing farmhouse around 1850. The Yales, who occupied the house from 1863 to 1947, added the unusually tall, slender tower and possibly the west wing. Since 1947, the building has been used for offices.

11 **W. Richardson Place** Also of note in this historic district is the short diagonal street named W. Richardson Pl., which runs from N. 27th St. to N. 29th St. just south of State St. This odd little street is a surviving remnant of the once well-traveled Watertown Plank Rd., which extended for 58 miles from today's N. 11th St. thru Wauwatosa and Oconomowoc to Watertown. Beyond N. 35th St., the road followed today's W. State St. It was called a plank road because the original roadbed was paved with oak planks 3 in. wide and 8 ft. long. The name Watertown Plank Rd. survives today in Wauwatosa and Elm Grove.

12 **900 Block of North 29th Street** This block typifies the mix of modest and more substantial houses that characterize much of the city's west side. Architectural styles range from Queen Anne and Colonial Revival to Arts & Crafts. One of the more notable houses on the block is **No. 925**, built in 1897 for wholesale boot and shoe dealer and manufacturer **Moritz Meissner**. Architect Eugene Liebert gave the house a Baroque character by incorporating a shaped pediment above the porch and front dormer and using unusual triple columns at each corner of the porch.

13 **900 Block of North 33rd Street** The restored and rehabbed houses along this block date from 1895 thru 1912. The beautifully proportioned Dutch Colonial Revival style house at **No. 953** was designed in 1895 by F. J. Voith for **Fred Hunt**, an attorney and manufacturer, whose firm, the Milwaukee Dustless Brush Co., is now in its fourth generation of Hunt family ownership. The towered Queen Anne style residence at **No. 937** was built in 1897 for **Martin L. Schultz**, secretary of the Gettelman Brewing Co. It was designed by local architect H. P. Schnetzky.

14 **Dr. Charles H. Ormond/Daniel W. Hoan House**, 3328 W. Kilbourn Ave. (1900). Architect: H. Rotier. This rather unassuming house is notable for being the long-time residence of Daniel Webster Hoan (1881-1961), Milwaukee's famous Socialist mayor, who served 24 years in office, the second longest term of any Milwaukee mayor. Hoan's honesty and integrity embodied the ideals of Milwaukee's Socialists who were nicknamed "Sewer Socialists" for their interest in municipal reform, civic improvements, and good government. Hoan lived here from 1918 through 1954, the period in which his greatest achievements were accomplished.

15 **Highland Boulevard.** NR. The mansions of Milwaukee's German-American elite made Highland Boulevard the showcase street of the West End and earned it the nickname "Sauerkraut Boulevard."

Paper box manufacturer **George Weinhausen** built the large Prairie Style residence at **No. 3306** in 1911. Architect H. W. Buemming gave the house the broad overhanging eaves and horizontal lines characteristic of the style.

Banker **George Koch's** Beaux Arts style residence at **No. 3209** (1897) has often been taken for a library building. Architect Edward V. Koch based his design on the country villas of Europe and gave